



Persuasion Equation: The Subtle Science of Getting Your Way (Agency/Distributed)

By Mark Rodgers

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How do you get people to see things your way? Whether you're trying to secure a promotion, make a sale, or rally support for a new idea, the ability to persuade those around you is absolutely essential to success.

Merging research and real-world application, this insightful guide reveals what really drives decisions and introduces readers to the persuasion equation--a powerful combination of factors proven to speed agreement. Readers will discover the surprising reasons people say "yes" and learn how to:

- Radiate an aura of expertise - Win trust and leverage credibility - Build a business case that appeals to both heart and mind - Adapt for personality, gender, and generational differences - Use language strategically - Perfect the five-step persuasion process - Generate group buy-in - Master organizational politics - And more

From crafting compelling emails to convincing a colleague to nailing the big presentation, *Persuasion Equation* is your personal recipe for success.

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“Persuasion expert Mark Rodgers... He shares his knowledge on how persuasion works and teaches you how to persuade others, one “nudge” or step at a time. *getAbstract* recommends this potent treatise to salespeople, entrepreneurs and anyone seeking to become more persuasive..” --***getAbstract***

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